

Women Farmers of Appalachia Farmer's Market Member Handbook Market Rules – 2006 Season

The Women Farmers of Appalachia Farmer's Market is a membership driven, non-profit organization. It is governed by a set of by-laws and a Board of Directors. These market rules are to be followed by all those who participate in the Women Farmers of Appalachia Farmers Market.

1. ELIGIBILITY:

No one will be accepted in to the market or allowed to sell at the market without a completed application and payment of annual dues.

Families are encouraged to join the market by April 15, 2006. This is encouraged so that the secretary/treasurer can compile the forms needed to register our Farmer's Market with the Kentucky Department of Agriculture so that we can be included in their marketing efforts for Kentucky grown products. Applications received after April 15 may not get their farm listed on the market's promotional brochure. The Board has the option to change the amount of dues.

The Women Farmers of Appalachia Farmer's Market welcomes members regardless of race, color, age, sex, religion, disability or national origin.

The Women Farmers of Appalachia Farmer's Market also welcomes members of the Clay County Community Farmer's Market to set up on market days without paying additional dues to the market. The CCC Farmer's Market has responded in turn with the same invitation to our members.

The Women Farmers of Appalachia Farmer's Market reserves the right to refuse membership to anyone.

2. LOCATION AND TIMES:

The Women Farmers of Appalachia Farmer's Market will be held in the parking lot of the softball field located on the Red Bird Mission Campus. The market will be open on Thursdays from 7:00 am – until sold out and on Saturdays from 7:00 am until sold out. Vendors must have their area cleaned (this includes vendor and buyer debris) no later than 7 pm. There will be a soft opening, for the sale of starter plants and flowers, on May 1st and a grand opening in the first of June.

3. DUES

Dues are collected to cover market expenses such as advertising and insurance. A non-refundable \$25.00 payable with your yearly membership application is due on or before May 1st. A late fee of \$10.00 will be assessed after that date.

4. PRODUCE, HANDICRAFTS, PROCESSED FOOD, SCALES

Agricultural products locally grown by members may be offered for sale by weight or quantity. Any needed permits or licenses for special products such as eggs are the responsibility of the member. See the Kentucky Farmers Market Manual or which items require permits.

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Handicrafts and like items may be sold provided that the major portion of the items is their farm product, i.e. corn shuck dolls, gourds or made of a Kentucky product such as woodcrafts.

Non vending displays such as cooking demonstrations will be individually reviewed and permitted by permission of the Board of Directors, provided the display meets the market objectives as stated in the bylaws.

All producers of home processed foods such as honey, jams, baked goods, etc. are required by Kentucky law to follow the guidelines set forth in the Kentucky Farmer's Market manual provided by Kentucky Department of Agriculture and HB 391. See www.kyagr.com.

A commercial scale must be used for items sold by weight. A state scale inspector must inspect the accuracy of the scales.

5. NO BUY RULE

In order to assure the freshest and highest quality produce at the Farmer's Market, and to assure customers that they are dealing directly with the farmer, market members must sell only products they themselves grow or make. And exception to this is that a member may bring for sale produce from another Kentucky grower provided that its origin is clearly labeled. This exception is to allow a greater variety for the consumer since there may be some products that may not grow well in our area but will grow in another part of the state. Produce from outside Kentucky is strictly prohibited.

6. SETTING UP AT MARKET

- (a) General – All displays should be neat and tasteful. Only one (1) vehicle per member is allowed to set up at one time. Set-up will begin 30 minutes prior to the opening of the market and is on a first-come first-serve basis. The member, a knowledgeable family member or employee must man the booth. If you choose to leave early, it must not disrupt your neighbor's booth. A tent must be used if not under a shed.
- (b) Consumer walkways – Maintenance by members of a clear walkway for customers to move from one vendor to another without obstruction is important and will be enforced. Your vehicle must not disrupt the flow of traffic.
- (c) Spacing of vehicles/booths – members must park their vehicles or set up their booths in a safe and space efficient manner. Customers should be able to differentiate between vendors, knowing where one vendor's goods end and another's begins. An exception is that if two (2) members choose to share a tent. Additionally, most customers will not walk to a lone display, it is recommended that vendors fill an area accordingly, not scattered and spread out.

Space Restriction – If the Board anticipates a high attendance of members on any given day, members may be asked to take less space than usual. Your cooperation at such time is expected and appreciated.

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No overnight parking is allowed to market members in the locations used to set-up. Any disabled vehicle must be removed from the immediate set-up area.

Tents and tables are available on a first-come first-serve basis. Your produce must be under a tent.

7. SIGNS

All market members shall have signs that display their name, address, and phone number in a prominent manner every day that they are at the market. Again, signs also shall be used to designate any products brought for resale by another Kentucky grower.

8. PRODUCT REPRESENTATION

Any attempt to mislabel items for sale will be considered an attempt to defraud the public and may result in barring from the market.

9. PRESENTATION

When you sell at the Farmer's Market, you are representing our market, the Red Bird area, our county and our state. It is your responsibility to be respectful in that representation. Members should present themselves in an appropriate manner, dress, and state of cleanliness. Shirts must be worn. The Board of Directors may mention to members if their appearance or manner could be deemed offensive to consumers. Member should behave in a cooperative manner toward other members. No calling out to attract buyers is permitted.

10. PRODUCT PRICING

The Board of Directors will set minimum prices according to current prevailing prices. Please take time to know your production cost and set your prices at a fair market value. If you feel you have a higher quality product than other members then you are welcome to raise your price. There is to be no predatory pricing or price gouging or throat cutting allowed. Competition is good for everyone but these practices will destroy our market. If for some reason you feel your product is inferior to the other members' products, then, after discussion with members present at the market you may label your goods as inferior and charge a lower price than the minimum for that day. The Board of Directors will attempt to have current market prices available each week to assist in setting price guidelines. No calling out to attract buyers is permitted.

11. PICKUP UP

General cleanliness of the market area is everyone's responsibility. It assures customers a pleasant place to shop and keeps us on good terms with the Mission. This includes picking up your own area (vendor and buyer debris alike) while selling and making certain the area is clean before you leave. Littering will not be tolerated. Trashcans are available; they will need emptied into the dumpsters located on Campus.

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12. VIOLATION OF RULES

Upon determination that a market rule has been violated a member of the Board will give the offender a verbal warning. Further violations will be brought before the Board of Directors, who after due consideration may enforce corrective action to cancel the offenders membership to the market, with forfeiture of dues. Any member may and should inform the Board of Directors of any failure to comply with market rules.

13. SPECIAL CIRCUMSTANCES

These rules may be temporarily modified to address unanticipated circumstances not herein covered. Any modification will be made only after a vote of the membership and shall state the reason and specific duration of the modification.